

Clarity SUCCESS

AS SWEET AS



HERSHEYPARK®



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The Hershey Company



AGENDA



Coasters: Adoption & Change

Park Map: Scorecards

Food & Fuel: Support & Enablement

Our Team: Brand & Identity

Our Guests: Champions & Customer Voice

Monorail: Connected Planning

Kissing Tower: Visibility

Exit & Souvenirs: Key Takeaways



ENTRANCE



COASTERS



PARK MAP



FOOD & FUEL



OUR TEAM



OUR GUESTS



MONORAIL



KISSING TOWER



EXIT &
SOUVENIRS

Clarity Growth through the Operating Model

CLARITY HAS GROWN—
AND SO HAS OUR IMPACT!



1,876

USERS TODAY



+175%

GROWTH SINCE
2022



7

DEPARTMENTS
AT
FULL UTILIZATION



10+

BUSINESS AREAS
USING CLARITY



9

INTEGRATIONS
WITH CORP
SYSTEMS



INTEGRATED

RALLY
CONNECTALL
SAILPOINT
S4
MS TEAMS
MS SHAREPOINT
POWERBI

GROWING
together
IS SWEETER AT
HERSHEYPARK

TODAY 1,876
USERS



2025 1,654
USERS

2024 1,067
USERS

2023 990
USERS

2022 680
USERS

2021 START



Growing
TOGETHER IS
Sweeter

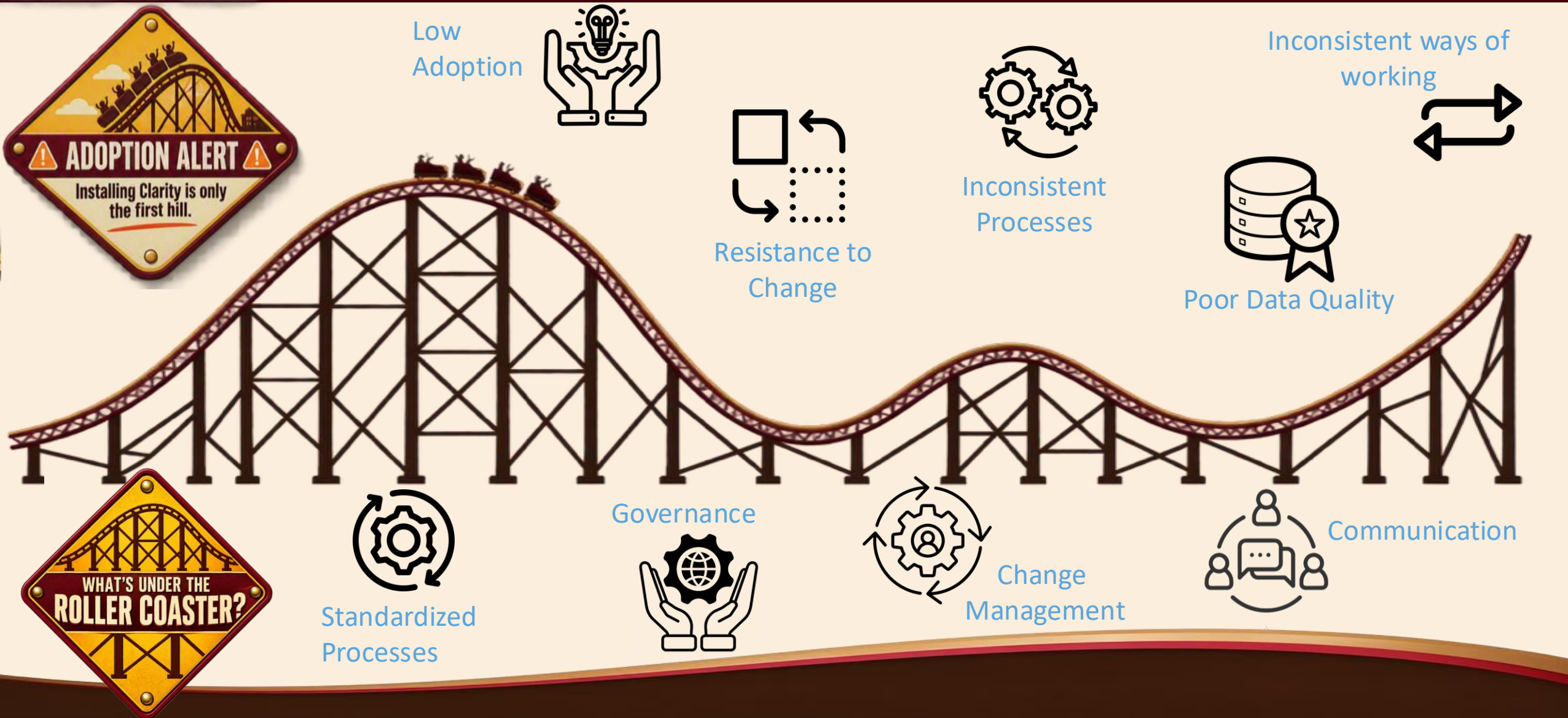


THE ROLLER COASTERS

ADOPTION



The Rollercoaster of Adoption



Consistent Communication is Key

We use Axios for all EPP Communications

❖ Plan & Create

- Reusable templates and consistent messaging

❖ Distribute & Follow up

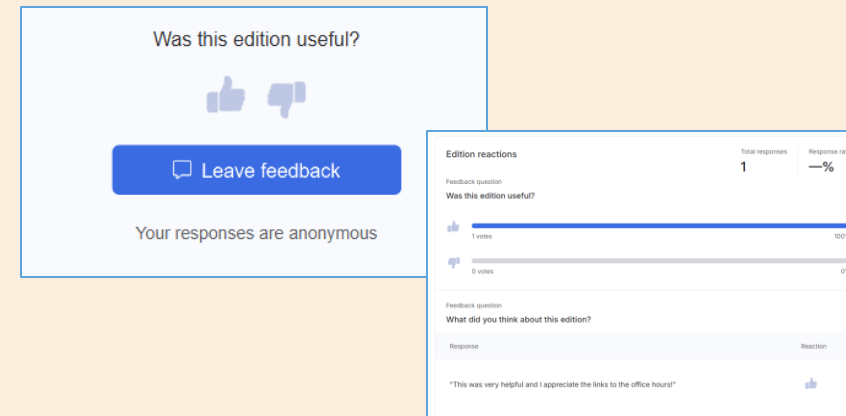
- Coordinated delivery across channels such as Slack, Teams, and SharePoint with scheduled send
- Faster delivery with measurable outcomes

❖ Measure & Improve

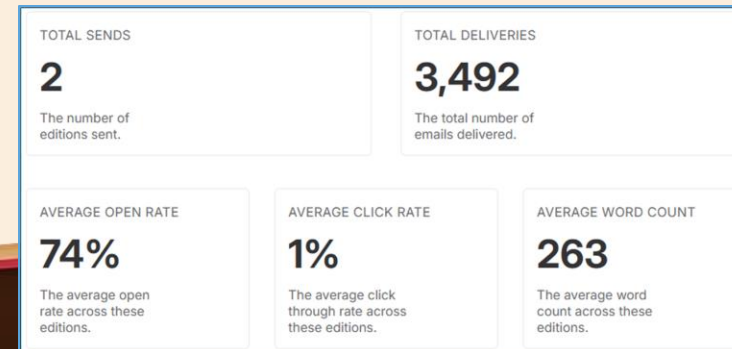
- Tracking & Follow-Ups, such as automatic resend if not opened within a certain time frame



Consistent format from EPP Office



Allows & tracks recipient feedback



Analytics for each series



PARK MAP

SCORE CARDS



ENTRANCE



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Why User Group Scorecards?



SET A BASELINE

Measure current maturity across the key functional areas of Clarity to establish a clear, shared starting point.



IDENTIFY OPPORTUNITIES

Surface team challenges and pinpoint the growth opportunities that would resolve them.



DEFINE PRIORITIES

Rank those opportunities against team goals so effort lands where it matters most.



SHAPE THE FUTURE ROADMAP

Fold the agreed growth items into the roadmap as stretch goals with clear owners.

Scorecards turn maturity findings into agreed priorities, accountable owners and roadmap commitments.

SCORING KEY AREAS

Idea Management

Project Management

Financial Management

Portfolio Management

Resource Management

Timesheets

Integrations

MATURITY LEVEL...



RUN (81-100%)

Strong adoption and process efficiency



WALK (51-80%)

Good adoption with room for improvement



CRAWL (21-50%)

Capabilities need strengthening



INFANCY (0-20%)

Capabilities not utilized or just getting started



BUSINESS UNIT CLARITY SCORECARD

Executive Maturity Assessment Dashboard



Business Unit: {business unit}



As of end of Q2 2026

OVERALL MATURITY SCORE



MATURITY LEVEL

RUN

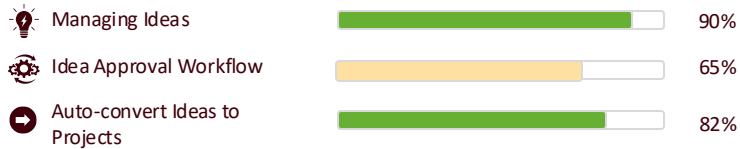
Strong performance across key areas with opportunities to optimize and standardize.

- RUN (81-100%)
- WALK (51-80%)
- CRAWL (21-50%)
- INFANCY (0-20%)



IDEA MANAGEMENT

86%
RUN

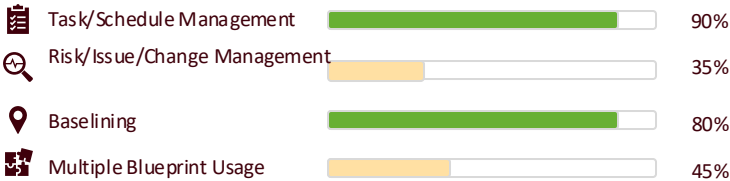


Strong adoption and process efficiency



PROJECT MANAGEMENT

60%
WALK

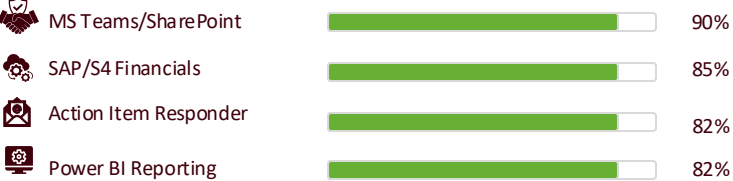


Good adoption with room for improvement



INTEGRATION

86%
RUN

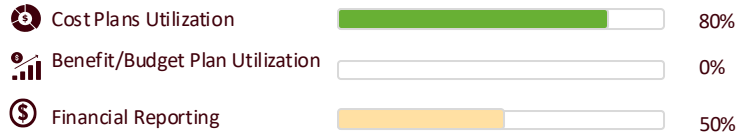


Strong adoption and process efficiency



FINANCIAL MANAGEMENT

57%
WALK



Good adoption with room for improvement



PORTFOLIO MANAGEMENT

86%
RUN

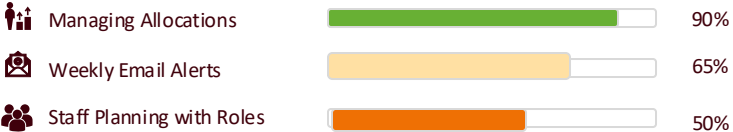


Strong adoption and process efficiency



RESOURCE MANAGEMENT

45%
CRAWL



Capabilities need strengthening



TIMESHEETS

86%
RUN



Strong adoption and process efficiency

EXECUTIVE INSIGHTS



TOP STRENGTHS

- Project Management excellence
- Timesheet compliance and utilization
- Idea workflow efficiency



KEY OPPORTUNITIES

- Resource Management Weekly Email Alerts
- Portfolio Management
- Risk/Issues Change Management



NEXT FOCUS

- Advancing Project Management capabilities within the tool



FOOD & FUEL

SUPPORT &
ENABLEMENT



Office Hour Support turns into Continuous Learning

Help should be easy to find – and a safe place to ask for it!

Office Hours gives users:

- Direct access to experts
- Live walkthroughs and problem-solving
- Continuous feedback from users



**CLARITY & RALLY
VIRTUAL
OFFICE HOURS**
— ON TEAMS —

EVERY THURSDAY
10:00AM – 11:00AM EST

Join Us For Open Office Hours!

Drop in to ask questions, walk-through demos, provide feedback and talk directly to our Clarity & Rally Experts!

Office Hours will alternate weekly between Rally & Clarity. Please reference the applicable meeting invite series for detailed dates!

**HERSHEY
EPP**
Enterprise Portfolio Products

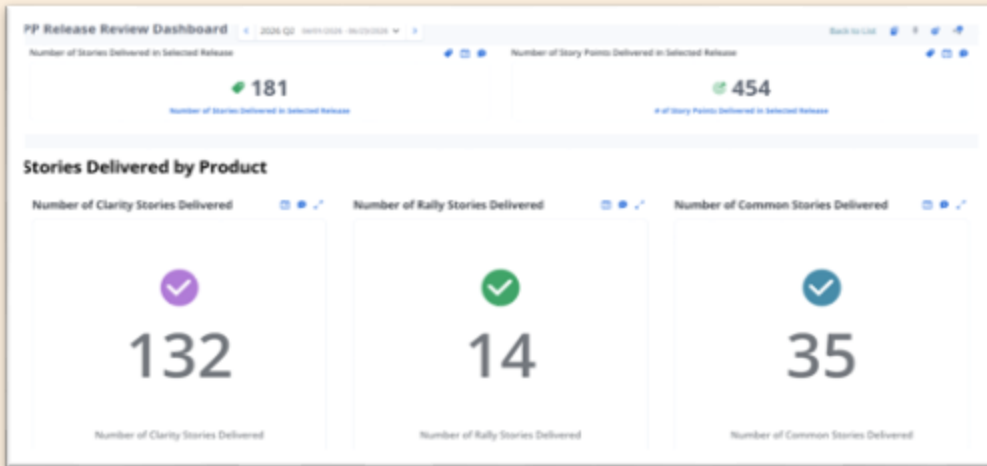
The banner features a blue background with a clock icon and a 'Come in We're OPEN' sign. It includes a section for 'Join Us For Open Office Hours!' with a list of activities: 'Drop in to ask questions, walk-through demos, provide feedback and talk directly to our Clarity & Rally Experts!'. A note states: 'Office Hours will alternate weekly between Rally & Clarity. Please reference the applicable meeting invite series for detailed dates!'. The HERSHEY EPP logo is at the bottom left. On the right, there are three small video call windows showing people, with a large speech bubble containing a question mark and a woman's silhouette.

Clarity sets the destination, Rally manages the delivery



Rally is connected to Clarity to allow us to:

- Track user stories deliverables
- Progress between Clarity & Rally for visibility
- Manage resource capacity



ServiceNow Support Model



**Request Help &
Restore Service
(Incident)**



**Request Functionality
(Service Request)**



**Identify Recurring Needs
(Reporting)**



Using other tools in conjunction with Clarity can be beneficial to best fit the needs



OUR TEAM

BRAND &
IDENTITY



ENTRANCE



COASTERS



PARK MAP



FOOD & FUEL



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OUR GUESTS



MONORAIL



KISSING TOWER



EXIT &
SOUVENIRS

EPP Branding

Regular Communications

- Upcoming changes & releases
- New capabilities & training documents
- Success stories and community updates, such as upgrade announcements & refreshes

These are examples of multiple logo images that are used in variations of different documentation depending on the type



A recognizable identity helps users immediately connect communications, training and resources to the EPP team.

EPP Pulse: Newsletter Bites



Breaking up into smaller pieces and more frequent distribution makes it easier for end users to read through, and to have the information ready to share frequently.

Turning large updates, information and communications into bite-sized updates once a month by four categories





OUR GUESTS

CHAMPIONS & CUSTOMER VOICE



Super S'MorEs (SMEs) into co-owners of Clarity

Who they are:

- Power users
- Business representation
- Feedback loop
- Early adoption group
- Change champions

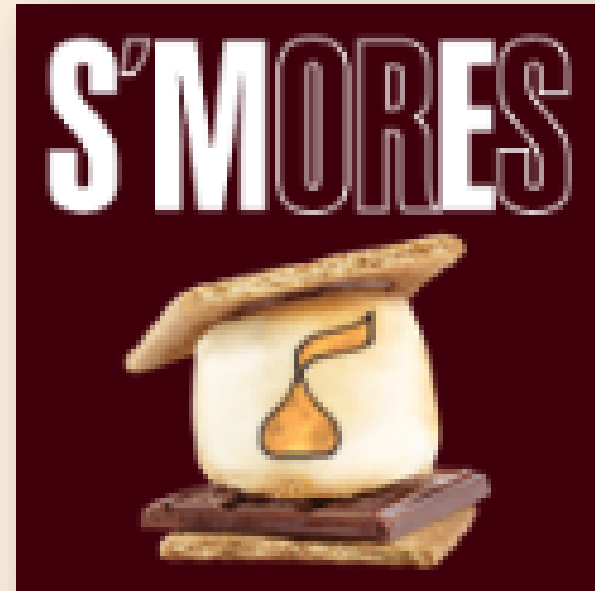
Why this model works:

Instead of EPP making decisions solely:

- Users help shape enhancements
- Stakeholders feel ownership
- Adoption increases

How they participate:

- Dedicated Teams Channel for communications
- Annual onsite conference
- Quarterly roadmap review sessions

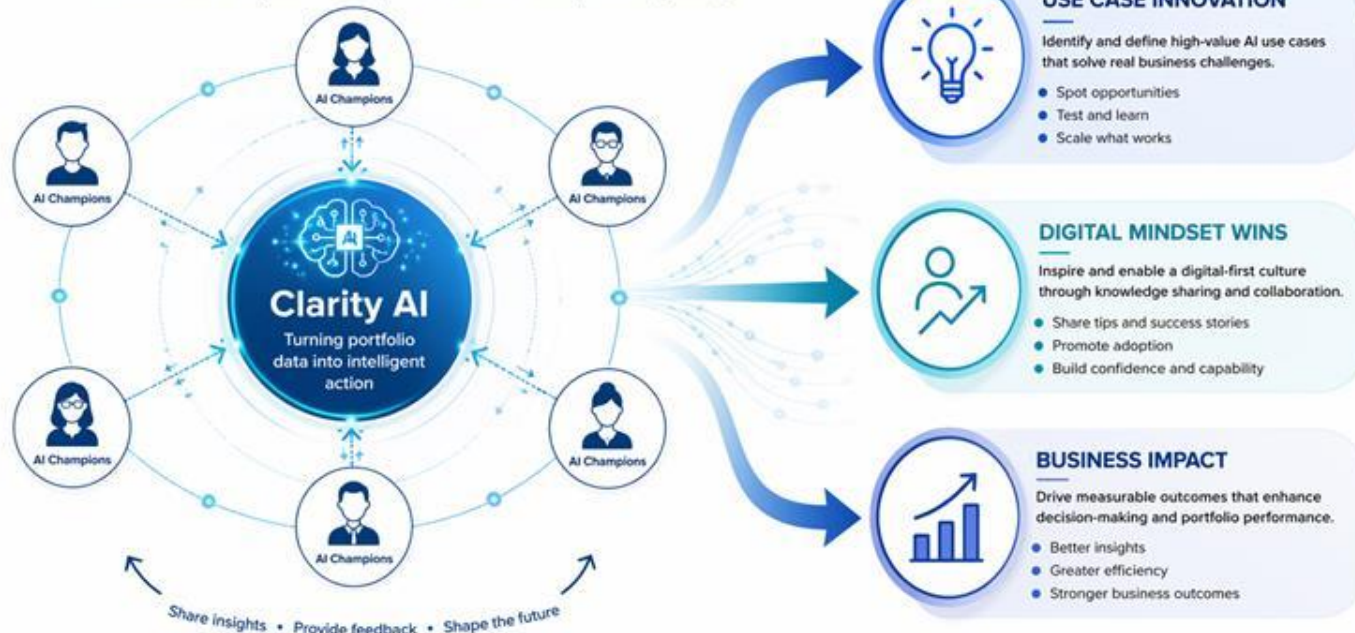


Clarity AI Champions

CLARITY AI CHAMPIONS

Power users. Purpose driven. Impact focused.

A network of power users who exemplify best-in-class use of Clarity and help accelerate the adoption and impact of AI across our portfolio journey.



FROM POWER USERS TO ENTERPRISE IMPACT



One Source of Truth



Connected Portfolio Data



AI-Powered Intelligence



Smarter Decisions Faster



Stronger Outcomes Together



For high-value or brand-new efforts, having a select group of end users to partner with the Super S'MorEs can bring additional value.

Clarity AI Champions is an example of an area where we developed a dedicated group to help create the bridge between technology and business adoption, ensuring AI is implemented with purpose, guided by user feedback, and aligned to Hershey's goals for efficiency, governance, and data-driven decision making.



THE MONORAIL

CONNECTED PLANNING



ENTRANCE



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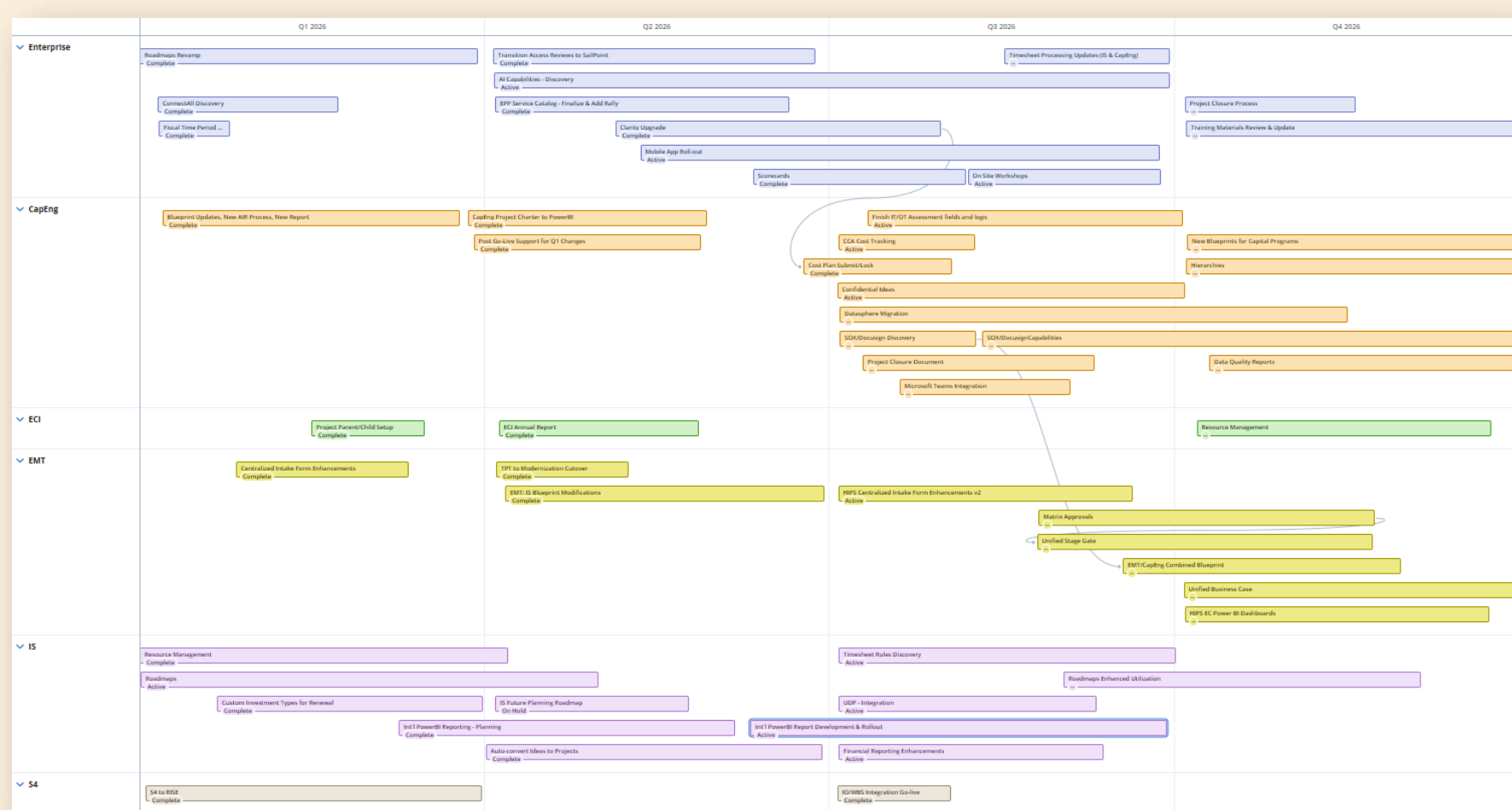
Roadmaps/Quarterly Reviews for Prioritization

Quarterly Cycle Includes:

- Review scorecard opportunities
- Confirm priorities & dependencies
- Commit roadmap items
- Review progress & adjust plans as needed



Utilize the Rego Enhancements to Roadmaps such as auto-sync and resource waterlines to help where applicable





THE KISSING TOWER

VISIBILITY



ENTRANCE



COASTERS



PARK MAP



FOOD & FUEL



OUR TEAM



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KISSING TOWER



EXIT &
SOUVENIRS

Product Release Schedule

A single release view helps everyone see what is coming & can be published directly on a Clarity Page.

A view like this supports:

- ❖ Coordinate dependencies
- ❖ Set expectations
- ❖ Make changes visible with plenty of planning time for teams to prepare

	Q1	Q2	Q3	Q4
Clarity	Dev Refresh 3/3 ☒ Test Refresh 2/10 ☒ Sand Refresh 3/10 ☒	Test Refresh 4/23 & 5/12 ☒ Sand Refresh 5/6 ☒ Sand Upgrade 16.3 5/12 ☒	Dev Refresh 6/10 ☒ Sand Rollback/Refresh 7/14 ☒ Test Refresh 8/04 ☒ SAND Upgrade 8/18 ☒ Test Upgrade 9/8 ☒ Prod Upgrade 9/30 ☒	Dev Upgrade/Refresh 10/6 ☒
ServiceNow	Dev Upgrade Tent. 2/27/25 Test Upgrade Tent. 3/14/25	Production Upgrade Tent. 4/4/25	TBD	TBD
HR	BSI Release Upgrade Tent. 2/1/25	HR/SF Refresh Tent. 6/1/25 SF Release Upgrade Tent. 5/16/25 – 5/18/25 BSI Release Upgrade Tent. 6/30/25	BSI Release Upgrade Tent. 8/30/25	SF Release Upgrade Tent. 11/14/25 – 11/16/25 HR/SF Refresh Tent. 11/1/25 HRSP Upgrade Tent. 11/14/25 – 11/16/25
Rally	New Functionality Update – Custom Views 2/1/25 ☒	New Functionality Update(s) - TBD Tent. 5/1/25	New Functionality Update(s) - TBD Tent. 7/1/25	New Functionality Update(s) - TBD Tent. 10/1/25



EXIT & SOUVENIRS

KEY TAKEAWAYS



Product Release Schedule

When guests leave the park, they remember the experience.
When users leave Clarity, they should remember how easy it was to get work done.

Key Takeaways:

- ❖ Measure maturity honestly
- ❖ Build with users, not for them
- ❖ Make support and change predictable
- ❖ Be transparent & user focused



Clarity success is not measured only by what the platform can do – it is measured by the experience people have when using it.